

**ICAC Regional Office (Kowloon West)**  
**Work Plan 2012/13**

**Objective**

This paper outlines the work focuses of the ICAC Regional Office (Kowloon West) (“the Office”) for 2012/2013.

**Factors Considered in Work Plan Formulation**

2. When formulating the work plan for 2012/2013, the Office has considered the overall work strategy of the Community Relations Department (CRD), Independent Commission Against Corruption (ICAC) and the following factors:

**(I) Public Elections**

3. Upholding clean elections continue to be the work focus of CRD for this year. In the upcoming Legislative Council Election to be held in September 2012, the number of seats returned has increased from 60 to 70 and the new District Council (Second) Functional Constituency will also be broadened to net in more than 3 million electors from the districts based on a one-person-two-votes principle. This new arrangement will attract more people to run the candidature and correspondingly increase the involvement of electors. Besides, new problems have emerged from various public elections held last year, e.g. the regulation over counting of election expenses incurred by new media publicity and public concern on the illegal act of vote-planting, etc. To ensure a fair and clean election, CRD has launched an education and publicity campaign and worked with relevant departments to closely monitor the development of related policies to uphold clean and fair elections.

**(II) Values of Youngsters and Curriculum Development**

4. The values of youngsters are often challenged by social

problems and conflicts. Since young people are less experienced in life and have not gone through the corruption-plagued ordeal, they may easily be influenced by external factors such as the recent social issues like disparity between the rich and the poor and cultural gap. The ICAC therefore deems it necessary to consolidate the positive values of youngsters and strengthen their capacity to resist corruption temptations. CRD will partner with tertiary institutions and youth organisations to maximize the work efficacy, and align with the curriculum development to produce adequate teaching materials incorporated with integrity messages. Besides, the department will continue to help parents instil positive values into their children through parenting, with a view to entrenching an integrity culture among youngsters by dual efforts of parents and schools.

### **(III) Impacts of External Factors**

5. Leveraging on CEPA and the Framework Agreement on Hong Kong/Guangdong Co-operation, local economy has seen continuous growth in recent years. However, high inflation accompanying economic growth and uncertain global economies still remain active to pose variables for the business environment. The closer economic integration between Hong Kong and the mainland also cause some people to worry about the worsening of the corruption problem as a result of cultural disparity between the two places. CRD will therefore continue to promote integrity management and good corporate governance to enterprises, professionals and company directors of various trades with tailor-made preventive education services.

6. Besides, CRD will also keep abreast of the development of international anti-corruption efforts. For example, the UK Bribery Act 2010 enacted on 1 July 2011 may have extra-territorial effect on Hong Kong business organizations having operations in or business dealings with the UK. In addition, Macao's new legislation to regulate private sector corruption requires enterprises operating in the Pearl River Delta region to fully understand the latest legal requirements. CRD will therefore cooperate with relevant

organizations to assist the business sector of Hong Kong to better understand and comply with these legislations by arranging seminars or formulating corruption prevention guidelines.

#### **(IV) Corruption Trend and Public Demand**

7. Corruption reports received in 2011 recorded a 13% increase as against 2010 with those concerning the private sector, government departments and public sector accounting for 66%, 28% and 6% respectively. As reflected from the ICAC annual survey, there was public demand to address corruption problem in the construction/engineering sector and to strengthen the corruption preventive education for students and youngsters. Generally speaking, though corruption remains under control, corrupt activities in government departments have changed from simple and direct bribery to different extent of abuse of public office or conflicts of interest. CRD will reinforce our anti-corruption efforts to help increase civil servants' awareness to corruption and proper handling of conflict of interest situations. Tailor-made corruption prevention services will also be provided to departments with relatively larger number of corruption complaints and industries with higher corruption risks.

#### **Highlights of Work Plan**

8. Having considered the above-mentioned factors and the characteristics and needs of Yau Tsim Mong, Sham Shui Po and Kowloon City districts, the Office plans to conduct about **600** visits and talks as well as **30** special programmes in 2012-13. It is estimated that about **50,000** people will be reached through these activities and programmes. The details of the plan are as follows:

#### **Upholding clean elections**

9. To tie in with the 2012 Legislative Council Election, CRD is launching a series of education and publicity programmes on the theme of "Abide by the Rules - Support Clean Elections". Activities include arranging briefings for relevant stakeholders including members of

political parties, political groups, relevant organisations of functional constituencies and their members, on relevant electoral legislations and common illegal conducts such as inducing ineligible electors to vote. We will also produce a clean election information booklet and a leaflet on “points-to-note for voter registration”, launch a dedicated website, set up an election enquiry and reporting hotline, and arrange mass media publicity including television, radio, posters, journals, newspapers, mobile channels of public transport system and outdoor LED displays, etc. In addition, a mobile exhibition vehicle will be arranged to shuttle at different constituencies and stage at suitable district events including Yau Tsim Mong District to promote clean election messages. The ICAC will continue to attend the inter-departmental meetings on electoral affairs to provide timely advice to the government from the perspective of upholding clean elections and carry out our education and publicity programmes in line with the government’s new policies, other constitutional developments and corresponding electoral arrangements.

### **Strengthening moral education for young people**

10. In recent years, CRD has launched multi-faceted activities to promote ethics to young people at different ages effectively. This year, CRD will produce a parenting guidebook for parents of primary pupils. The guidebook will contain essays of pupils on positive values, views and sharings of parents and education/parenting experts. Simultaneously, a relating video will be produced for use in parenting activities held by parent-teacher associations. The parenting guidebook and video will be distributed to all primary schools and relevant organizations for use. To complement the launch of the guidebook, the Office plans to co-organize with Yau Tsim Mong District Council a series of publicity activities on the theme of “Youth Integrity Promotion” with a view to raising different stakeholders’ awareness on the importance of parenting and youth ethics through families, schools and relevant organisations. For details, please refer to the programme proposal at **Appendix I**.

11. Apart from the above, CRD will continue to strengthen its youth integrity programme and launch new initiatives riding on young people's trend of using new media and utilising their creativity in the coming year:

(i) Integrity training programmes for tertiary students

- CRD will cooperate with the student affairs offices of tertiary institutions and youth organisations to launch leadership training programmes under which tertiary students will be recruited as ambassadors to plan and organize cross-institutional activities or creative competitions to disseminate probity messages. CRD will also conduct leadership training and related activities to strengthen exchanges amongst them, broaden their horizon and consolidate their roles as ethical leaders. We will further encourage tertiary students to join the "I-League" formed by ICAC ambassadors. Through a variety of activities, liaison and bonding amongst members will be enhanced. This new ethical force could further the I-league mission in both the campuses or future workplaces.

(ii) Incorporation of ethics education into tertiary institutions' curriculum

- CRD has successfully incorporated the "personal ethics" module in the general education programmes or orientation seminars of eight tertiary institutions which enable students to understand the importance of personal ethics as well as the effective ways to deal with ethical dilemmas through case studies and training videos. The results are highly favourable. CRD will seek to extend this programme to other tertiary institutions. The Office will also continue to arrange preventive talks for tertiary institution students in the district.

(iii) Production of new teaching package

- To align with the new subject “Life and Society” of junior secondary schools, ICAC will produce a new moral package to support teachers in teaching the subject. The package stresses the importance of upholding personal integrity, rule of law and clean society through probing into social issues and audio-visual effect to enhance its interest level and interactivity.

(iv) Effective use of new media and enhancement of interactive elements

- Apart from using the established web media, CRD plans to launch an online interactive video competition to encourage youngsters’ promulgation of probity messages in a creative way. We will also produce a new series of online videos to explain the anti-corruption laws in a simple and easy manner and renew the interactive drama to entrench positive values among secondary students.
- The ICAC, the Guangdong Provincial People’s Procuratorate (GDPP) and the Macao Commission Against Corruption (CCAC) jointly organised a Computer Animation and Comics Creation Competition with an aim to fortifying youngsters’ integrity awareness in the three places. The activity commenced at the end of last year and the prize presentation ceremony is tentatively scheduled for August 2012 at Guangzhou.

**Promotion of business and professional ethics and good corporate governance**

12. To align with CRD’s strategies for the business sector, the Office will provide preventive education services to about 5,000 managers and practitioners from more than 90 business organizations in the district. The details are as follows:

(i) Corruption Prevention Guide for SME Entrepreneurs Investing in Guangdong, Hong Kong and Macau

- On-going assistance will be provided to enterprises with cross-boundary operations in the Pearl River Delta Region in implementing corruption prevention and integrity management. This year, the ICAC will join hands with the GDPP and CCAC again to publish a corruption prevention guide for SME entrepreneurs investing in Guangdong, Hong Kong and Macau. The guide, which covers the anti-corruption legislations of the three places, case studies and corruption prevention measures, is expected to be launched in the latter half of 2012. The Office will promote the guide through district network and offer corruption prevention services to companies upon request.

(ii) Directors' integrity and professional ethics

- CRD will use the revamped "Ethical Decision Making" training materials in conducting training courses for listed companies, professionals and students taking relevant courses, e.g. MBA students. Other related services include organizing joint seminars, issuing feature articles in publications and incorporating anti-corruption and professional ethics elements in the qualifying examinations and continued professional development courses for relevant professionals.

(iii) Offering preventive education services to selective trades

- The Office will provide tailor-made preventive education services to a number of trades within the district in the year. They are those trades receiving more corruption complaints in recent years, livelihood-related, or selected by the government for focused development, which include finance and insurance, testing and certification,

construction, trading, retail, real estate, catering and hotel sectors. We will also arrange meet-the-public sessions for estate agents and logistics trade associations and invite hotels to disseminate anti-corruption messages to their staff members through probity activities.

**Sustained efforts to promote clean building management**

13. Over the years, CRD has persistently promoted clean building management to owners' corporations, building management bodies, consultants and contractors complemented with the efforts of relevant departments and professional bodies. In the year, the Office will continue to collaborate with the Hong Kong Housing Society and Urban Renewal Authority to offer preventive education services to owners of old buildings to carry out repair and maintenance works under the "Operation Building Bright" scheme.

**Reinforcing an integrity culture in government departments and public bodies**

14. To embed an integrity culture in the civil service, CRD has issued a newly developed information package, namely "Reference Package on Conflict of Interest for Managers in the Civil Service" which includes a training video with discussion guidelines, rules and directions for solving conflicts of interest. During the year, CRD will visit individual departments to introduce the package and examine with them their unique nature of work and possible risks of conflicts of interest so as to arrange suitable training to promote and entrench the integrity culture in their departments. CRD will continue to organize thematic workshops and provide training courses and teaching packages for various departments in respect of their specific needs through a network of Ethics Officers under the Ethical Leadership Programme jointly launched with the Civil Service Bureau.

15. As for public bodies, a working group was formed by our Corruption Prevention Department with different tertiary education



institutions (TEIs). The working group has produced a corruption prevention guide covering five specific areas, namely administration of donations, technology transfer and commercialization, administration of outside practice, procurement and financial reporting and will continue to promote the guide to TEIs. The Office will also provide suitable educational services to individual public bodies and tertiary institutions in the district in respect of their nature and needs.

**Enhancing community presence to consolidate a probity culture**

16. The Office will continue to strengthen our ties with district organizations and local community through offering preventive education services and enlisting their support. To further enhance the transparency of the ICAC, we will continue to organize Meet-the-Public sessions to increase the public's understanding on the work of the ICAC. Local organizations will also be encouraged to conduct community involvement programmes with technical assistance and support from the Office.

**Advice Sought**

17. Members are welcome to give views on the above work plan.

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ICAC Regional Office (Kowloon West)

May 2012

**Joint Project with Yau Tsim Mong District Council on  
Youth Integrity Promotion 2012/13**

**Project Proposal**

**Background**

The ICAC believes that disseminating positive values to young people from their early childhood can help them foster an unyielding attitude to resist corruption temptation and an unfailing courage to take up commitments. This benefits them in living a fuller life when they grow up. Families are the bases from which young people are reared and hence efforts to sustain an integrity society should start with a family. Against this background, strengthening parenting education is an essential part of ICAC's work focuses for the youth sector.

2. The ICAC has long been promoting positive values to the youth through different channels. They include production of parenting teaching aids like the Gee-Dor-Dor parenting comic books and the organisation of parenting talks, parenting carnivals and anti-corruption activities in schools. In 2012/13, the ICAC will cooperate with schools and parents to launch a series of parenting education activities in the 18 districts with a view to promoting youth ethics and embedding the value of integrity in families for fostering a new generation in the long run.

**Objectives**

3. A variety of activities will be conducted to achieve the following objectives:
- Strengthening parenting education on a family basis through helping parents inculcate positive values into their children and improving their communication so as to build a happy and harmonious family;
  - Collaborating with parents and schools to enhance youngsters' understanding of the evils of corruption and cultivate a probity character so that they can live a fuller life when they grow up; and
  - Forging united efforts to build up a probity culture by strengthening the community's awareness of the importance of parenting education and youth ethics.

## **Targets**

4. Target participants of the programme include :
- Kindergarten and primary school students and their parents
  - Secondary school students

## **Co-organisers**

5. Suggested co-organisers include :
- ICAC Regional Office (Kowloon West)
  - Yau Tsim Mong District Council
  - Yau Tsim Mong District Office, Home Affair Department

## **Assisting Organisations**

6. Suggested assisting organisations include:
- Yau Tsim Mong (East) Area Committee
  - Yau Tsim Mong (South) Area Committee
  - Yau Tsim Mong (West) Area Committee
  - Yau Tsim Mong (North) Area Committee
  - Yau Tsim Mong District School Liaison Committee
  - Federation of Parent-Teacher Association of Yau Tsim Mong District
  - Yau Tsim Mong District Organising Committee on Civic Education

## **Schedule**

7. Different component activities of the programme would be conducted between August 2012 and March 2013.

## **Expected Number of People to be Reached**

8. The activities are expected to reach 15,000 students, parents and residents in the district.

### **Programme Content**

9. Multi-faceted activities will be rolled out to cater for the needs of the district through the district network of district council, schools, parent-teacher associations, district organisations and youth bodies, etc. Details are as follows:

<b>Activity</b>	<b>Target</b>	<b>Content</b>	<b>Conducting Period</b>
Parenting Interactive Game	Kindergarten and junior primary school students and their parents	<ul style="list-style-type: none"> <li>Encourage parents to help children restructure the story based on a Gee-Dor-Dor moral education worksheet distributed through schools, and to explain the positive values conveyed by the story.</li> <li>Participating parents and children will be given a DIY home-shaped photo frame as souvenir. Parents can guide their children to make and decorate the photo frame.</li> </ul>	August 2012 to January 2013
Parenting Guidebook Reading Programm	Senior primary school students and their parents	<ul style="list-style-type: none"> <li>To complement the launch of the Parenting Guidebook, primary school students will be encouraged to express their views (such as in the format of Blog or SMS) after reading feature articles on various topics like “Beyond Money” and “Dreams in Life”. To strengthen communication, parents may also respond to their kids’ views. Outstanding entries may be</li> </ul>	September 2012 to January 2013

		<p>displayed at the parenting workshop as a form of recognition.</p> <ul style="list-style-type: none"> <li>• Participants will be given a notebook with stickers on the theme of family as souvenir.</li> </ul>	
<p>“I Teen” Integrity programme for secondary school students</p>	<p>Secondary school students</p>	<p>(1) <u>School Integrity Promotion Programme</u></p> <ul style="list-style-type: none"> <li>• Encourage schools to organise integrity promotion activities with technical support and materials provided by the ICAC. Some examples include:</li> </ul> <p>(i) Encouraging students to express their views after watching the interviews with celebrities uploaded on the ICAC corporate website.</p> <p>(ii) Discussion Forum on the ICAC Drama Series</p> <p>(iii) Booth games and quizzes</p> <p>(iv) Exhibition/mobile vehicle exhibition</p> <p>(v) Drama performances</p> <p>(vi) Behavioural art performances</p> <p>(vii) Web activities in schools</p> <p>(2) <u>Online Interactive Video Competition</u></p> <ul style="list-style-type: none"> <li>• Participate in the online interactive video competition on the theme of youth integrity jointly organised by the ICAC and the Hong Kong Federation of Youth Groups.</li> </ul>	<p>October 2012 to February 2013</p>

Community Involvement Programme	Youngsters and residents in the district	<ul style="list-style-type: none"> <li>To tie in with activities organised by different parent-teacher associations, family services groups and youth bodies, ICAC will provide them with booth games, filmlets, parenting leaflets, ICAC Drama Series video or conduct talks to disseminate integrity messages in a lively way.</li> </ul>	September 2012 to February 2013
Parenting Workshop cum Closing Ceremony	Kindergarten and primary school students and their parents	<ul style="list-style-type: none"> <li>A workshop will be conducted to tie in with the launch of the Parenting Guidebook. Parenting experts or academics will be invited to speak on the importance of fostering children with positive values and sharing their experiences in enhancing communication with children or cultivating positive values through story-telling.</li> <li>Participants are encouraged to join the workshop together with their children who can attend interactive games conducted by district/ youth organizations through which positive values can be disseminated.</li> <li>Resources on moral education and parenting will be introduced for</li> </ul>	January 2013

		<p>parents' reference and use.</p> <ul style="list-style-type: none"> <li>• A closing ceremony for the whole programme will be held prior to the workshop. Representatives from the co-organisers and assisting organisations will be invited to attend the ceremony. Participating schools, district organisations and winning students in different competitions will be commended.</li> </ul>	
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### **Publicity**

10. The programme will be publicized through the following channels:

- Distributing pamphlets and recruiting participants through schools, headmasters association, parent-teacher association, youth bodies and district organizations;
- Promoting through the website of the ICAC, assisting organisations and schools; and
- Displaying banners and posters in the district.

### **Budget**

11. The proposed budget for the whole programme is \$76,000. It is recommended that the expenses will be borne by the ICAC Regional Office (Kowloon West) and Yau Tsim Mong District Council. For details of the budget breakdown, please refer to **Annex**.

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**Joint Project with Yau Tsim Mong District Council**  
**On Youth Integrity Promotion 2012/13**

**Budget**

Expenditure Items		Sum Total (\$)	Amount borne by the YTM District Council (\$)	Amount borne by the ICAC (\$)
<b>(I) School Activities</b>				
<b>A. “Parenting Fun” Interactive Games for Kindergarten and Junior Primary School students</b>				
1.	Producing moral education story worksheets with stickers (5,500 units x \$2)	11,000	0	11,000
2.	Making of “Happy Home – Integrity Home” DIY plastic-tube photo frames (5,500 units x \$2.5)	13,750	13,750	0
	<b>Subtotal :</b>	<b>24,750</b>	<b>13,750</b>	<b>11,000</b>
<b>B. “Parenting Guidebook” Reading Programme for Senior Primary School students</b>				
1.	Producing reading worksheets ( 1,600 units x \$1.5 )	2,400	0	2,400
2.	Producing souvenirs ( 1,600 units x \$4 )	6,400	6,400	0
	<b>Subtotal :</b>	<b>8,800</b>	<b>6,400</b>	<b>2,400</b>
<b>C. “I Teen” Integrity programme for secondary school students</b>				
1.	Producing “Easy pull ” exhibition panels (5 pieces per set)	1,000	1,000	0
2.	Souvenirs (1,500 x \$2)	3,000	0	3,000
	<b>Subtotal :</b>	<b>4,000</b>	<b>1,000</b>	<b>3,000</b>
<b>(II) Community Involvement Programme</b>				
1.	Exhibition panels production(5 pieces per set)	1,000	1,000	0
2.	Souvenirs (2,000 x \$2)	4,000	0	4,000
	<b>Subtotal :</b>	<b>5,000</b>	<b>1,000</b>	<b>4,000</b>
<b>(III) Parenting Workshop cum Closing Ceremony</b>				
1.	Backdrop	2,500	2,500	0
2.	PA system	4,000	4,000	0
3.	Venue decoration	2,000	2,000	0
4.	Venue rental and facilities	2,000	2,000	0
5.	Souvenirs for officiating guests (\$50 x 10)	500	500	0
6.	Souvenirs for supporting organisations (\$30 x 50)	1500	1,500	0
7.	Speakers’ allowance (2 persons)	6,000	0	6,000
8.	Refreshments and drinks for participants	4,000	0	4,000
	<b>Subtotal :</b>	<b>22,500</b>	<b>12,500</b>	<b>10,000</b>
<b>(IV) Others</b>				
1.	Publicity banners (4 pieces)	1,000	1,000	0
2.	Publicity posters (400 copies)	800	800	0
3.	Hiring of temporary workers	7,000	0	7,000
4.	Car rental & transportation	600	0	600
5.	Photo-taking & photo-finishing	1,000	1,000	0
6.	Miscellaneous	550	550	0
	<b>Subtotal :</b>	<b>10,950</b>	<b>3,350</b>	<b>7,600</b>
	<b>Total :</b>	<b>76,000</b>	<b>38,000</b>	<b>38,000</b>



*Remarks : Items to be produced with the co-ordination of and with expenses borne by the ICAC include -*

*(i) Production of Parenting Moral Education Guide;*

*(ii) Production of contents of the Secondary School Mobile Exhibition Vehicle/Exhibition Panels, booth games, souvenirs, etc.*